



THE TANK MUSEUM

Events Manager

Role Description

The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.

The museum houses some 300 vehicles, representing every major conflict since the First World War. Our moving exhibitions tell the story of this British invention; from the mud of the Somme, to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Around 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from across the globe. The Tank Museum has a global online reach, with a large supporter base and following on a range of social media platforms.

This is underpinned by the outstanding national importance of The Tank Museum's collections and the expertise of those who care for them. Alongside vehicles, the collections include medals, images, documents, personal papers, books, weapons and memorabilia.

The museum is situated in Bovington which is regarded as the 'home of the tank', as it was here that some of the first tank crews were trained during the First World War. It remains home to the Royal Armoured Corps today. The museum was founded in 1923 as a teaching resource for the Tank Corps. Over the past decade, the museum has transformed itself into a leading 21st century military museum.

As museum of the Royal Tank Regiment and Royal Armoured Corps, The Tank Museum is a registered charity which has been part of Arts Council England's National Portfolio since 2018.

Our Values

The values of The Tank Museum underpin the work of our team. Whilst there are a great variety of roles, specialisms and professions across the organisation, we all share a common approach in our mission to tell the story of the tank and the people that serve in them.

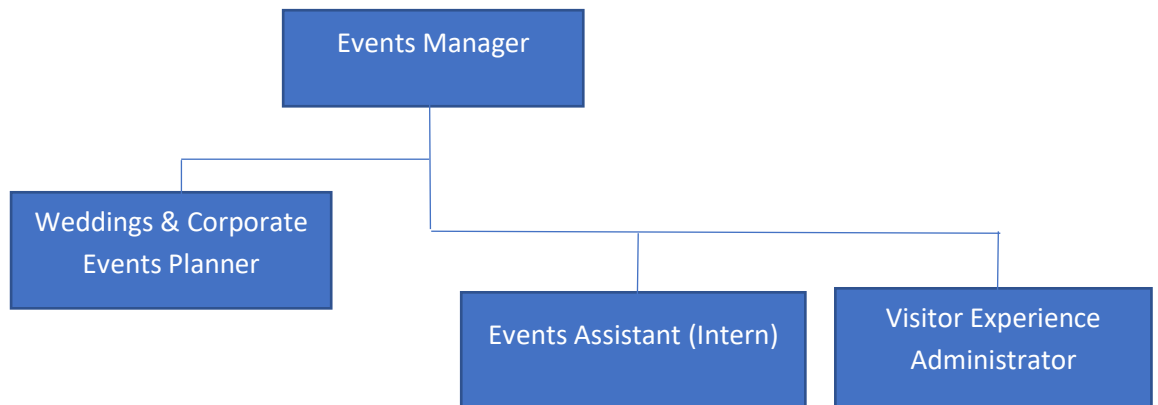
- **We are PASSIONATE.** We are authoritative and driven and we display this daily with our enthusiastic and rigorous approach to work.
- **We are AMBITIOUS.** Driven by an aspiration to be the best, we strive to be better. We channel our creativity and competitiveness to make us innovative, forward thinking and flexible to challenges.
- **We CARE.** We work hard because we believe in the cause of the organisation. We are welcoming and friendly to all our visitors. We are inclusive, fair and considerate of each other, showing great respect for our collections and for the stories we tell.

- **We display INTEGRITY.** We are knowledgeable about our subject and professional in the way in which we conduct our business. We act responsibly and embrace responsibility. Our ethical grounding guides us to do the right thing by our audiences, our supporters, our collections and by each other.

Events

The Events Team plays a vital role in managing and delivering first class events and increasing revenue in the museum to reinvest in the collection. It is part of the Commercial Operations department, working closely with catering, guides, facilities, and front of house teams.

The Events Manager plays a leading role in the delivery of all museum, public, corporate and private events and is responsible for ensuring a seamless service with clients, visitors and internal customers to deliver the highest standards on all projects. Our signature event is Tankfest, which attracts 22,000 visitors and accounts for 10% of the Museum's turnover in 3 days.



Role Profile

Role Title	Events Manager
Department	Commercial Operations
Key Relationships	Visitor Experience General Manager, Weddings & Corporate Events Planner, Events Assistant, Catering Development Manager, Facilities Team Leader and Guides Team Leader.
Overall Role Purpose	Drive income and visitor experience via the management and delivery of both public and corporate events. Maximising the use of the museum's facilities and wider team to deliver joined up commercial events and extending on general visitor offering such as group bookings.
Key Accountabilities	<p>Visitor Events</p> <ul style="list-style-type: none"> • Leading the development, production and delivery of all public events and experience days at the museum including but not limited to; Tiger Day, Tankfest, Southwest Model Show, Behind the Scenes, commemoration events and Dorset Christmas • Setting, communicating, and maintaining timelines and priorities on every event, working with wider museum departments • Managing operational and administrative functions to ensure events are delivered efficiently • Holding overall responsibility for the contracting, health and safety, insurance and on-site inductions of all external contractors and traders for events. • Working with wider museum departments to curate and deliver school holiday programmes • Close liaison with the museum marketing department in the promotion of events on the website and other sources including signage for events • Support the Visitor Experience General Manager with developing new events and partnerships at the museum, with a focus on expanding the visitor demographic of the site <p>Venue Hire, Weddings & Group Bookings</p> <ul style="list-style-type: none"> • Driving the Wedding & Corporate Events Planner and Visitor Experience Administrator to build the venue hire & group business to maximise asset utilisation and achieve agreed sales and profit budgets • Overseeing the administration and operational planning and delivery of groups and private hire, including weddings • Ensuring excellent customer service and quality delivery on all events <p>P&L & Department Management</p> <ul style="list-style-type: none"> • Managing the events department budget • Communicating, maintaining, and developing client and supplier relationships • Providing leadership, motivation, direction, and support to the events team • Overall responsibility for health and safety within the events department • To act as a first aider for the Museum site • To act as a Duty Manager and key holder for the museum
	The duties and responsibilities in this job are not restrictive and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Excellent standard of education 	<ul style="list-style-type: none"> • Degree • Events Qualification • QCAD or Auto CAD • Sketch Up • First Aid • IOSH
Experience	<ul style="list-style-type: none"> • Experience of working in a leading event organisational role • Management of large festival style events • Proven track record in administration initiating and implementing back-office systems • Demonstratable management experience 	<ul style="list-style-type: none"> • Museum and/or heritage specific events experience.
Knowledge	<ul style="list-style-type: none"> • Understanding of conference & events industry • Cost management and profit delivery • Good knowledge of Microsoft Office packages including Word, Excel and Power Point 	
Personal aptitude & skills	<ul style="list-style-type: none"> • A people person • Ability to negotiate • Good organisational skills and to be able to plan and prioritise workloads • Work well in a busy environment and under pressure. • Excellent attention to detail and accuracy • Communicate with a wide range of people, internally and externally • Ability to work with the minimum of supervision and make decisions 	<ul style="list-style-type: none"> • Excellent financial analytical skills
Disposition	<ul style="list-style-type: none"> • Enthusiastic and committed with a genuine passion for events organisation 	
Other requirements	<ul style="list-style-type: none"> • To be able to work weekends, evenings and support special events 	